

Message Text

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PAGE 01 DHAHRA 00772 031346Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /045 W
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P R 031225Z JUL 77
FM AMCONSUL DHARAHAN
TO SECSTATE WASHDC 5529
AMEMBASSY ABU DHABI PRIORITY
INFO USDOC WASHDC
AMEMBASSY ATHENS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN

UNCLAS DHARAHAN 0772

E.O. 11652: N/A
TAGS: BEXP, XF, SA
SUBJECT: FURNITURE EXHIBIT IN DHARAHAN

REF: STATE 155010

1. POST APPRECIATES DEPARTMENTS INITIATIVE IN DRAWING
ATTENTION TO FURNITURE EXHIBITION BEING PLANNED FOR ABU
DHABI (SEE REFTEL). HAUSERMAN WILL NEED TO CONSIDER
THAT ALTERNATIVE AS IT PLANS MARKETING STRATEGY TO ENTER
THE SAUDI ARABIAN MARKET. AS AN AID TO THAT DECISION
PROCESS, POST WOULD APPRECIATE ACTION ADDRESSEES CONSIDERING THE
FOLLOWING POINTS WHEN ANSWERING THE QUESTIONS RAISED
IN REF DEPTEL:

(A) SINCE HAUSERMAN IS PRIMARILY INTERESTED IN SAUDI ARABIAN
MARKET (AND NEARBY GULF MARKETS WHERE POSSIBLE) DOES ABU DHABI
EXHIBITION PROVIDE THE MOST SUITABLE POINT FOR US COMPANY
TO ENTER THE MARKET; WILL ABU DHABI, ALTHOUGH LESS-
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CENTRALLY LOCATED THAN DHARAHAN IN TERMS OF THE GULF
MARKET AND MAJOR SAUDI CITIES, HOST A LARGER MULT-
NATIONAL EXHIBITION THAT CAN DRAW SAUDI, KUWAITI, AND BAHRAINII
FURNITURE MERCHANTS BETTER THAN ONE HELD IN DHARAHAN?

(B) HAUSERMAN IS, PRIMARILY, AN OFFICE PARTITION MANU-
FACTURER. IT HAD PLANNED TO EXHIBIT ANY NUMBER OF ITS

PARTITIONING UNITS (WITH VARIOUS OPTIONS) IN DHAHRAN EXHIBITION FACILITY. THE PARTITIONS ARE TO SERVE AS BOOTHS FOR OTHER EXHIBITORS THE US COMPANY WILL RECRUIT. CONSEQUENTLY, WILL THE ABU DHABI EVENT GIVE HAUSERMAN THE SAME DEGREE OF EXPOSURE TO ITS PRODUCTS?

(C) IF HAUSERMAN IS ABLE TO HOLD EXHIBIT IN DHAHRAN IN EARLY JANUARY -- WILL COMPANY GET THE JUMP ON THE COMPETITION SINCE ABU DHABI SHOW IS NOT SCHEDULED UNTIL, ROUGHLY, FIVE WEEKS LATER?

(D) BY ADVOCATING THAT HAUSERMAN (AND THE GROUP OF US FURNITURE MANUFACTURERS THAT HAUSERMAN WILL BRING INTO DHAHRAN EXHIBITION) HOST A BRITISH EVENT WITH MANY NON-AMERICAN EXHIBITORS, ARE WE NOT ACTING AS RECRUITOR OF A MAJOR BLOCK OF EXHIBITORS WHICH CAN INSURE THE SUCCESS OF THAT EVENT?

2. IN THE FINAL ANALYSIS, THE LOCATION FOR THE FURNITURE SHOW PLANNED BY HAUSERMAN IS THE CHOICE OF HAUSERMAN AND NOT THE USG. THEREFORE AS TWO HAUSERMAN REPS, EARLE HAUSERMAN AND DON PETERSON, ARE TO BE IN DUBAI, AND POSSIBLY ABU DHABI, THIS WEEK, WEASK THAT POSTS IN THE UAE DISCUSS THE FOREGOING, REF DEPTEL, AND THEIR ANSWERS TO THE QUESTIONS RAISED IN BOTH MESSAGES. POST WOULD APPRECIATE A SUMMARY OF THOSE CONVERSATIONS (FYI -- PETERSON, UNCLASSIFIED

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WHEN HE LEFT DHAHRAN FOR ABU DHABI ON JUNE 30, HAD ADDITIONAL QUESTIONS TO DISCUSS WITH HAUSERMAN CONCERNING THE DHAHRAN TRADE SHOW. AFTERWARDS HE HAD PLANNED TO CALL ABU DHABI EMBOFFS DOLAN AND COURTNEY AND ASK THAT THEIR CONCLUSIONS BE RELAYED TO DHAHRAN).

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